Boston University
College of Communications
Design & New Media
CM323|CM741
Spring 2018 Tuesdays
Prof. Joyce Walsh

Project 3

Objectives

Concept development
Typographic design
Effective use of color

Format

Logo design ≈ 5”X 3”
Icon 120 X 120 pixels
For presentations leave ≈ 2” margin around all logo edges

Color

Two colors

Copy

Logo: Company name
Icon: Initial or symbol

Company Name

Choose one from this list
1| Toro  (Tapas restaurant)
2| gogo  (Navigation app)
3| Zeus  (Greek restaurant)
4| Intermural Sports Team

Final Presentation

Full color, full size design (≈ 5 X 3) trim paper to ≈ 9 X 7
Icon 120 X 120 pixels trim paper to ≈ 4 X 4
Mount both on one 11 X 14 presentation board

Schedule

3.27  Logo Concept Development
Read Graphic Design Essentials Chapter 6
Brainstorm
Thumbnail sketch ideas for layouts
Select one sketch; create in Illustrator
Refine designs
Modify the logo to appear as an icon

4.03  Critique Project | Visual Themes | InDesign

4.10  Submit Project 3